

Front Cover:

**Club Benson & Hedges.  
The Key to Your Smoking Pleasure**

Inside Panel: **This summer, unlock the pleasures  
of Club Benson & Hedges.**

For starters, use the enclosed coupons for discounts on your favorite cigarette. And don't forget to save your UPCs to take advantage of all the distinctive gifts coming your way.

**Time's running out.**

If you haven't ordered already, there's a refreshing selection to choose from in our Summer Entertaining Collection. But don't wait, orders must be in by July 31, 1996.

**But there's more to come.**

Club members can look forward to our "Home Collection" catalog late this summer. Whether it's the Bulova® pendulum clock, Casio® hand-held TV or finished-wood game set, you'll find an exclusive selection of items chosen to help enhance your surroundings.

There's a world of pleasure coming your way this summer.

After all, with Club Benson and Hedges, you deserve the finest quality cigarettes and more.

*Final*

*R. Brilman  
5/10*

*Bob:*

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